



From the Editor:

Coming up in November, our cabinet will focus on several important issues. Adoption, Diabetes and the Great American Smoke Out are all on the agenda for next month. Be sure to watch CHFS Focus for stories, information and tips on how you can help with these important issues.

<http://personnel.ky.gov/dei.htm>

Reminder: There's just one week left to get in your employee insurance forms. Your time keeper needs to get your forms processed as soon as possible.

Don't delay... Enroll TODAY!!

KET To Air Public Employee Health Insurance Program

*Show Will Assist
Members with Filling Out
Forms For 2005
Coverage*



Need help filling out your 2005 Public Employee Health Insurance Application? Beginning this week, Kentucky Educational Television (KET) will be a resource to assist you.

Beginning Wednesday and repeating several times on throughout the Open Enrollment period, a 30-minute informational program walking eligible participants through the application process will be aired on

KET1 at the following times (all times are Eastern; all shows are closed-captioned):

- ◆ Friday, October 29 at 12:30 p.m.
- ◆ Saturday, October 30 at 10 a.m.
- ◆ Sunday, October 31 at 3:30 p.m.
- ◆ Monday, November 1 at 6 a.m.
- ◆ Tuesday, November 2 at noon
- ◆ Wednesday, November 3 at 11:30 p.m.
- ◆ Thursday, November 4 at 10:30 p.m.

Bill Goodman, host and commentator for KET's Comment on Kentucky will host the show. Deputy Executive Director Jill Hunter from the Personnel Cabinet's Department for Employee Insurance will review key enrollment information with the audience. She will also demonstrate in detail how to complete the health insurance application. Open Enrollment for the 2005 Public Employee Health Insurance Program will continue through November 5. All employees must apply to have coverage on January 1, 2005. For details and applications, visit the Personnel Cabinet's Web

at <http://personnel.ky.gov>. For questions, call Member Services at 1-888-581-8834.

Secretary invites staff to forums next week

By Anya Armes Weber

In a letter to Frankfort staff, Secretary James W. Holsinger has encouraged employees to attend next week's Secretary's Forums.

"Since July, I've looked forward to meeting with you again so we can discuss the things that impact you and our service to Kentucky's families," Holsinger wrote.

The staff forums will be in the health services building auditorium at the following times:

- ◆ **Wednesday, Nov. 3:** 11 a.m.-noon
- ◆ **Wednesday, Nov. 3:** 2-3 p.m.
- ◆ **Thursday, Nov. 4:** 3-4 p.m.

Holsinger told staff he will talk about some of the "hot topics" relating to our cabinet, and "you will have the chance to ask questions about what's important to you."

A video will be produced and distributed to field staff. A transcript of the question and answer session will be posted online.

Field staff are invited to email their questions for the forum to anya.weber@ky.gov. Please include your name, title and phone number, and your question may be addressed at the forums.

Here is the agenda:

Agenda

1. Welcome
 - Introduction of senior leadership team
 - Governor's focus
 - Cabinet Goals
 - Secretary's Principles
2. Health insurance
3. Wellness initiative
 - Wellness Committee Appointments
 - CHFS Wellness and Health Promotion
 - Flu shot update
4. Budget/Spending Plan
5. Legislative session preview
 - Elder Abuse
6. New FOCUS -CHFS Newsletter
7. Updates
 - Flex-time
 - Dress Code
 - Quality program
8. Q and A with Secretary and Senior Leadership Team

DPH Awards of Excellence

Last week the Department for Public Health presented the Awards of Excellence to their employees and departments. The winners of this year’s awards are as follows:

Debbie Nutgrass -
Administrative Assistant
in Vital Statistics,
Division of Epidemiology
and Health Planning
Commissioner’s Award
for Excellence in Program
Support



Trista Chapman - Project
Coordinator in the HIV/AIDS
Branch, Division of
Epidemiology and Health
Planning
Commissioner’s Award for
Excellence in Program
Implementation



**Radioactive Materials
Section**
Division of Public Health Protection and Safety
(Teamwork Within a Division)
Commissioner’s Group Award for Excellence

First Steps Redesign Team
ACHI/PHPS
(Teamwork Across Divisions)
Commissioner’s Group Award for Excellence

Mark Reed - Environmental Health Supervisor for the Food
Manufacturing Section of the Division of Public Health
Protection and Safety
Commissioner’s Award for Excellence in Leadership

Woodford County Health Department
Commissioner’s Award for Excellence in Improvement
Kentucky Department for Public Health 2004

Barren River District Health Department
Commissioner’s Award for Excellence in Innovation

Laurel County Health Department
Commissioner’s Award for Excellence in Preparedness

Votes pouring in for Kentucky's new brand

Thousands of voters taking part in campaign

More than 10,000 people cast ballots for their favorite Kentucky brand in the first 24 hours of voting.

Gov. Ernie Fletcher announced the brand rollout and invited the public to vote during a Tuesday luncheon at the Kentucky Tourism Industry Annual Conference in Covington. Online voting had passed the 10,000 mark by 1 p.m. Wednesday.

"The people are responding in a big way, and that's exactly what he had hoped for," said Governor Fletcher. "The final outcome will be one in which the public's voice is heard."

Kentucky residents and non-residents alike visiting www.kentucky.gov may vote for one of four brands, each including a logo and a slogan. They also may vote at the state's welcome centers, state resort parks, the Kentucky Horse Park in Lexington, the Kentucky History Center in Frankfort and the Kentucky Artisan Center at Berea. For those who cannot vote online or at one of the voting sites, they may simply state their preference and mail it to:

Brand Kentucky
Kentucky State Capitol
700 Capitol Avenue
Frankfort, KY 40601

At the end of each of three voting cycles - Nov. 5, Nov. 12, and Nov. 21 - the brand receiving the fewest votes will be eliminated. Gov. Fletcher will announce the winning brand on Nov. 24.

More information about the brands, including the rationale behind each one, a background on how the branding campaign came about, and updated news on the campaign, is available at www.kentucky.gov.

Employee Spotlight: Tamra Gormley, Division of Child Abuse and Domestic Violence Services

Tamra Gormley gets a kick out of life.

Whether coaching youth soccer and high school mock trial teams or advocating on behalf of victims of violence and abuse, Gormley approaches leisure and professional pursuits with robust enthusiasm.



A native and current resident of Versailles, Gormley is married to John, her husband of 18 years. They have two children, Matthew, 13 and Hannah, 10. She is a graduate of Boston College and the University of Kentucky College of Law.

Appointed by Governor Ernie Fletcher to head the cabinet's Division of Child Abuse and Domestic Violence Services (CADVS), Gormley derives tremendous satisfaction from every opportunity to speak out on behalf of those who often have no voice. Victims of child abuse and domestic violence, Gormley said, are among the most vulnerable and often marginalized members of society and need strong advocates in their corner.

Early in her legal career, she believed that giving a voice and advocating on behalf of abuse victims might be a goal she had to achieve one person at a time.

As a felony prosecutor in Fayette County for eight years, Gormley focused on cases involving violent crimes against women and children. In that position, she worked diligently to punish offenders and seek justice for victims; but, the process was sometimes frustrating and she became keenly aware of weaknesses in the law that limited law enforcement, victim protection and prosecution efforts.

Later, as an assistant Attorney General and director of the attorney general's Office of Victim Advocacy, Gormley was inspired by observing how the system operated on a broader scale and seized opportunities to influence policy. From that vantage point, she developed new confidence that problems within the system could be resolved and lives of vulnerable citizens improved "with the stroke of a pen."

It's that ability to influence policy and effect positive change that fires her passion in her current position. The Division of Child Abuse and Domestic Violence Services has statutory authority and responsibility to educate and inform the public concerning child abuse and domestic violence and to support and enhance programs and policies to serve victims.

Gormley said the division is focusing its current efforts on the directive to undertake "new and progressive initiatives to improve and enhance the delivery of services to victims of child abuse, domestic violence, and rape or sexual assault."

Toward fulfilling that directive, last summer the division set about collecting and studying data and information on child fatalities in the state directly associated with abuse and neglect. The data revealed that nearly half of those fatality victims came from homes with at least one previous incident of domestic violence.

Gormley said the Kentucky data reflect national trends that identify domestic violence as a key indicator for child abuse and neglect and a frequent factor in child fatalities due to abuse and neglect. Further, studies have verified that children who witness domestic violence in their homes frequently experience the same psychological and emotional effects as children who are physically abused themselves.

The division will now work with cabinet departments, other state agencies and community partners to develop a statewide strategic plan to combat domestic violence as a means to reduce the number of child fatalities due to abuse and neglect where domestic violence is a factor.

A quote taped to Gormley's office PC monitor sums up her life philosophy: "Never deprive someone of hope – it may be all they have."

It's that kind of commitment to serving others that Governor Fletcher said made Gormley a good fit for her position.

"That's why I'm proud to have Tamra as a part of this administration," he said. "She's doing an outstanding job."

Weekly Health Tip

The Common Cold and Treatment by Anne Parr

When you come down with a cold, you're body has been invaded by one of the more than 200 viruses that cause sneezing, coughing and runny noses associated with infection. Such a variety of viruses make production of a cold vaccine nearly impossible. Though research has led to a better understanding of how cold viruses invade the body.

Most colds go away within four to seven days. The best advice for a cold is to rest, take aspirin or aspirin substitute to alleviate a headache and drink plenty of fluids. Children should take acetaminophen instead of aspirin. Antihistamines can help relieve sneezing and a runny nose, while decongestants decrease nasal congestion.

Christmas cards and decorations not for purchase with Procard

Pursuant to established policy, this memorandum is to remind all agencies of the following:

1. State funds shall not be used to purchase or mail Christmas cards or decorations for offices.



2. State funds may be used to purchase decorations for Parks and institutional lobbies, dining rooms, and patient recreational areas.

Please ensure appropriate staff are apprised of this policy.



Students from Elkhorn Elementary School in Frankfort participate in Halloween safety news conference.

State officials offer tips to keep Trick or Treaters safe this Halloween

As princesses, superheroes, witches and other Halloween VIPs prepare for Trick-or-Treating, you can help make sure a good time is had by all with a few simple safety tips.

The Cabinet for Health and Family Services and the State Fire Marshal remind children, parents and homeowners to make safety a priority for Halloween to prevent injuries and sickness.

“Each year Kentucky children look forward to wearing costumes and going Trick-or-Treating,” said Dr. William Hacker, acting commissioner for the Department for Public Health. “But, too often, amid the excitement of Halloween festivities, safety precautions are overlooked and accidents happen. We want to help Kentuckians reduce Trick-or-Treat risks with some advance safety advice.”

To prevent injuries and sickness from treats, remember these basic food safety guidelines:

- ◆ Feed children a nutritious meal before Trick-or-Treating. They’ll be happier and won’t be as tempted to eat their treats before they can be inspected at home.
- ◆ Only visit homes and businesses that you are familiar with.
- ◆ Don’t take candy or treats from persons you don’t know.
- ◆ Do not eat candy if the outer wrapper has been noticeably altered.
- ◆ Homemade treats should not be eaten unless you know and trust the person who made them.

- ◆ Do not eat unwrapped, soiled or otherwise unwholesome looking candy or food.
- ◆ Always wash your hands before eating any foods and after handling unclean food products.
- ◆ Be aware of choking hazards such as gum, peanuts, hard candies, balloons or small toys.
- ◆ Overall general rule: If in doubt, toss it out.

Also be smart about the treats you hand out to other children. Simply follow food safety guidelines to help ensure the children who visit your home will enjoy a safe Halloween.

Unsafe treats aren’t the only Halloween hazards to avoid when Trick-or-Treating. With children taking to the streets after dark, it’s important to follow some basic safety rules.

“Motorists, parents and homeowners can play a big role in reducing Trick-or-Treat injuries by being alert and taking steps to eliminate risks,” said Al Mitchell, State Fire Marshal. “Visibility, supervision and burn prevention are the keys to a safe, enjoyable Halloween.”

While Trick-or-Treating, remember to:

- ◆ Use a flashlight or glow stick instead of candles.
- ◆ Make sure costumes are flame retardant.
- ◆ Make sure masks fit the child and do not obstruct their vision.
- ◆ Have children wear weather-appropriate clothing under their costumes.
- ◆ Wear sturdy shoes.
- ◆ Make sure costumes are brightly colored or add reflective tape to make kids more visible on dark streets.
- ◆ Always use sidewalks. In neighborhoods without sidewalks, walk on the left facing traffic.
- ◆ Cross streets at intersections and designated crosswalks.
- ◆ Only Trick-or-Treat at houses with lights on.
- ◆ Visit homes on one side of the street at a time and don’t run back and forth across the street.
- ◆ Trick-or-Treat with a group and stay together.

Mitchell and Hacker said homeowners can help make it a safe Halloween for Trick-or-Treaters by:

- ◆ Picking up tripping risks, like hoses, tools, toys, flowerpots and extension cords, from yards, sidewalks and driveways.
- ◆ Using electric or battery-powered jack-o-lantern lights instead of candles. If you do use candles, make sure Trick-or-Treaters aren’t exposed to live flames.



- ◆ Making sure walkways and your home are well lit.
- ◆ Securing pets inside or making other appropriate arrangements so that Halloween activity around your home doesn't frighten pets or cause them to be aggressive.
- ◆ By observing these safety guidelines, there will be more treats than tricks for everyone this Halloween.

Set clocks back this weekend

By Anya Armes Weber

It's almost time to "fall back!"

Daylight Saving Time ends at 2 a.m. Sunday, Oct. 31 – the last Sunday of the month.



Move your clocks back one hour then, when we return to Eastern Standard Time (EST).

It's also recommended that families change the batteries in each of their home's smoke detectors at this time.



Program Spotlight": Weatherization makes homes energy efficient

By Anya Armes Weber

More than 2,200 households and 5,000 Kentuckians are helped each year by the cabinet's Weatherization Program, which makes their homes more energy efficient.

Governor Ernie Fletcher has signed a proclamation making Saturday, Oct. 30, Weatherization Day in Kentucky, part of the U.S. Department of Energy's (DOE) national observance.

Weatherization, a program within the Department for Community Based Services' Division of Family Support, helps low-income people save money on utility bills.

"It makes Kentucky homes warmer in winter, cooler in summer and a whole lot safer year-round," said Keith Jackson, a regional coordinator for the program.

The program was created as a result of the energy crisis of 1978.

The DOE and the U.S. Department for Health and Human Services fund Kentucky's program through the cabinet, which partners with 22 of the state's 23 Community Action Agencies (CAAs), including the KCEOC, and the Louisville Metro government to administer the work in every county. Many utilities also donate to their local programs, Jackson said.

The number of families helped each year depends on federal funding. This year's final budget hasn't been determined yet, but will likely be close to last year's funding of \$7,396,112.

Income is the main client eligibility indicator. Households at or below 125 percent of the federal poverty level that have not received weatherization assistance in the last 10 years are eligible. A family of four cannot have more than \$23,563 in annual income.

Customers may be placed on a waiting list, but families with children or disabled members and high-energy users would take precedent.

Older Kentuckians also take certain priority, Jackson said. "They get bumped to the top. Senior citizens get colder, so they tend to keep their homes warmer. That's a big chunk of what may be a fixed income going for a utility bill.

"We don't want them to have to ask the question, 'Do I buy my medicine or heat my home?'"

Clients can be homeowners or renters, who would need their landlord's permission.

Work is done by the local weatherization team, contractors or utility crews, who may caulk, weatherstrip, insulate and repair or replace heating units if needed. Jackson said an average of \$3,672 is spent on improvements per house.

Weatherization is an investment that adds value to homes, Jackson said. Upgrading or repairing heating or cooling equipment will provide savings for 10 to 15 years, and insulating walls or a roof will provide savings for the life of a house.

The program focuses on health even more than energy consumption, Jackson said.

"Safety is our first priority," he said. "We address those deficiencies first."

Jackson said even homes that are determined ineligible get a smoke detector and a carbon monoxide detector. "We will not leave a house less safe than when we came into it."

Home energy-saving tips

The weatherization program offers these energy-saving tips for any home:

- ◆ **Ready your house for the cold weather and predicted higher natural gas costs.**

Apply weather stripping and caulk around doors and windows. Change your furnace filters and check the ductwork for leaks. Turn down your water heater and the thermostat when you leave the house or go to bed.

- ◆ **Change your light bulbs to compact fluorescents (CFLs).**

You'll save 10-15 percent on your electric bill. CFLs last for 10 years and use a third less energy than incandescent bulbs. They are available at most large grocery and hardware stores.

- ◆ **Look for the "Energy Star."**

This ensures that you are getting the most energy-efficient appliances on the market. Kitchen appliances, heating and cooling equipment, home electronics, washers, dryers, lighting and office equipment all come with the "Energy Star" label. These products cost less when you factor in the money you save in your energy bills.

Employee Enrichment

By Anya Armes Weber



Avoidance is one pitfall of customer service. This includes avoiding a customer, a coworker or an entire situation. A problem will not go away by not dealing with it. In difficult situations, face-to-face communication instead of phone calls or e-mail will enhance our professionalism. Tackle a problem before it gets worse for you and your coworker or customer.

Employee Enrichment is a weekly feature for CHFS staff. These tips for making work better will focus on team building, customer service and personal development.

Visit us online!

To view the online version of CHFS Focus, visit our web site at <http://chfs.ky.gov/newsletter>.